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SUBJECT: LABOUR PARTY PREPS FOR CONFERENCE, HONES ELECTIONS  
MESSAGE

REF: A. LONDON 836 B. LONDON 956 C. LONDON 1186

Classified By: Acting Political Minister Counselor Robin Quinville, rea sons 1.4 (b/d).

[1](#)1. (C/NF) Summary. The Labour Party's key electoral message, which it will unveil at its September party conference, is "all about the econon  
Labour's Campaign Message -----

[1](#)2. (C/NF) Patrick Loughran, Special Advisor to influential Labour heavyweight and Business Secretary Lord Peter Mandelson, told Poloff August

[1](#)3. (C/NF) At the September 27 - October 1 conference, one of the main goals will be to put energy behind the campaign and overcome the hopeles

[1](#)4. (C/NF) Loughran said Labour's real problems began in the autumn of 2007 when Brown decided against calling elections, after much public del  
Elections Timing -----

[1](#)5. (C/NF) Loughran said no one is the Labour Party is thinking about the timing of the elections: "Conference is first." Strategists will see  
The Expenses Scandal, Individual MPs, and Prospective Candidates -----

[1](#)6. (C/NF) The parliamentary expenses scandal "had its moment" in the national media, Loughran said, and it is now over as a national discussio  
Cameron's Conservative Party: "The Branding Doesn't Match the Policy" -----

[1](#)7. (C/NF) Loughran said Conservative leader David Cameron's strengths are that he comes across well in the media, with a level of charisma the

[1](#)8. (C/NF) However, "the branding doesn't match the policy," Loughran assessed, especially over the UK's role in the European Union. The Torie

[1](#)9. (C/NF) Loughran said the strengthen of the Tories' campaign is its financing. The Conservatives have the assets to target swing areas very  
Mandelson's Return: "He's Loving It" -----

[1](#)10. (C/NF) Reaffirming his decision to move from Number 10 to Mandelson's staff as Special Advisor when Mandelson returned to cabinet in Octob

[1](#)11. (C/NF) Labour insiders recognize and admit openly the party's difficult campaign road ahead. Even if Labour strategists succeed in exposi  
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